



# Sumit Joshi

Product Designer

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## Experience

### User Experience Intern | Brooklyn Navy Yard

Dec 2022 - April 2023 / New York, NY

- Redesigned a web-platform that increased conversion and increased sales by **85%** compared to 20% from the previous year.
- Contributed to the creation, organization, and distribution of project style guides, pattern libraries, and asset repositories.

### User Experience Designer | BAPS Charities

Jan 2022 - April 2022 / New York, NY

- Redesigned the web-platform from research to execution. Reaching **3k+** monthly active users and **35% increase** in donations.
- Helped design the organizations' web and mobile design by successfully identifying complex pain-points, introducing design thinking, and creating solutions that meet business requirements and user needs.



## Education

### New York City College of Technology - Communication Design, B.F.A

2023 / Brooklyn, New York



## Projects

### Oasis

December 2019

- Designed a new mobile app to help new international students transition to new environments.

### Yogi Cup Basketball Tournament

February 2022

- Designed a player facing app for a regional basketball tournament. Players were able to track personal scores, see live brackets, get alerts for schedules, receive hotel & accommodation information.



## Skills

### Design

UX strategy,  
User flows,  
Concept sketches,  
Experience mapping,  
Wireframes,  
Prototypes,  
Mockups,  
Motion design,  
Design systems,  
Branding

### Research

User interviews,  
Usability testings,  
Persona hypothesis,  
Competitor analysis,  
Tree testing



## Tools

### Design

Figma, Adobe XD,  
Sketch, Miro, inVision,  
ProtoPie, Keynote,  
Zeplin, Photoshop

### Research

Useberry, Hotjar,  
Google Optimize,  
Lookback, Optimal  
Workshop

### Product / Project Management

Jira, Trello, Smartsheet,  
Slack, Notion